

Station	KSNV-TV LAS VEGAS, NV.	Agency	() GMMB	Rep Firm	
Advertiser	() .HORSFORD FOR CONGRE		3050 K ST NW	Sales Office	() PHILADELPHIA
Product	Candidate		WASHINGTON, DC 20007	Salesperson	() AMY MCCREARY
Estimate#	1708	Agency C/P1/P2/E	115/122/1708		
Buyer	Jesse Demastrie	Flight Dates	09/06/2012 - 09/10/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$185.00	09/06-09/07	1	1	1	\$185.00	
	2	TH-F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$450.00	09/06-09/07	2	1	2	\$900.00	
	3	TH-F,M	7A-9A	TODAY SHOW	:30	\$550.00	09/06-09/10	3	1	3	\$1,650.00	
	4	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	09/09-09/09	1	1	1	\$3,000.00	
	5	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$175.00	09/09-09/09	1	1	1	\$175.00	
	6	TH-F	9A-10A	TODAY SHOW II	:30	\$200.00	09/06-09/07	1	1	1	\$200.00	
	7	TH-F	11A-12P	RACHEL RAY	:30	\$200.00	09/06-09/07	1	1	1	\$200.00	
	8	M	12P-1230P	NEWS 3 AT NOON	:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
	9	M	1230P-1P	NEWS 4: THE AGENDA	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	10	M	3P-4P	DR. PHIL	:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
	11	TH-F	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$225.00	09/06-09/07	1	1	1	\$225.00	
	12	M	430P-5P	NEWS 4 AT 430P	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
	13	TH-F	5P-630P	EARLY NEWS	:30	\$375.00	09/06-09/07	2	1	2	\$750.00	
	14	M	630P-7P	JEOPARDY	:30	\$725.00	09/10-09/10	1	1	1	\$725.00	

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .HORSFORD FOR CONGRE

Product Candidate

Estimate# 1708

Buyer Jesse Demastrie

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 115/122/1708

Flight Dates 09/06/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	F	7P-730P	WHEEL OF FORTUNE	:30	\$725.00	09/07-09/07	1	1	1	\$725.00	
	16	F	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$400.00	09/07-09/07	1	1	1	\$400.00	
	17	TH-F	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$400.00	09/06-09/07	2	1	2	\$800.00	
	18	TH-F	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$250.00	09/06-09/07	2	1	2	\$500.00	
	19	M	7P-730P	WHEEL OF FORTUNE	:30	\$725.00	09/10-09/10	1	1	1	\$725.00	
	20	M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$400.00	09/10-09/10	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 26 / \$12,360.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$12,360.00

Sales Totals: 26 / \$12,360.00

Station Totals: 26 / \$12,360.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$41,200	CATV	0%	KBLR	0%	KINC	0%	KLAS	20%	KSNV	30%
		KTNV	16%	KTUD	1%	KVCW	3%	KVMY	6%	KVVU	24%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

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Books	JUL12
Demos	RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE